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Project Proposal: Website Development and Hosting Services: OlympicPeninsula.org

Designer:
I am not a firm, but rather a solo website designer. Before you immediately write me off, please look through my proposal first because by using my services you will get easy access communication, great flexibility and the ability to edit and change the site yourself within a month's time. Although I have only been doing website design for a few months, I am very knowledgable in the field of web design/structure and am more than capable of putting together a project to the scale of your website.

Budget:
The honest truth is that this project is not that difficult of a project to complete. Firms will try to make it seem as if this project will require more than it actually entails so they can charge more for it. There are no complex algorithms that need to be embedded into your code, rather this project is a reorganization of information. Seeing as you already have most of the information available, all the designer needs to do is to arrange the content in a more user-friendly format. To complete this task, I would need a budget of 15,000-20,000 dollars (a much cheaper rate than you will find with any other design firm), and I could have the project finished within three to four weeks. If the OPTC selects me to design this new site, I will hire two other web designers, whom I have already spoken with, to help with the integration of data.

Project Outline:

I have a very good vision for this site, and I have spent some time the past week putting together a beta website for this project proposal. You can visit the test site at this link https://olympicpeninsulatest.weebly.com. In this proposal I will walk you through the betasite and show you what I can do to highlight the peninsula's one-of-a-kind beauty. I organized the site with six main pages, those being the *home page, destinations, activities, lodging, guides and events.*

1) Home page: https://olympicpeninsulatest.weebly.com

As you can see, the home page is organized in a magazine-like style with the navigation at the very top and just below it the header with a button that reads "plan your trip today." By clicking that, the site takes you to the plan your trip page. On this page is everything that someone would need if they planned on visiting the peninsula. The page highlights the travel planner, maps, places to stay and things to do. If you click back to the home page, you can scroll down and see that upcoming events is the first section on the page. The more you scroll down, the more sections you will come across. The second section is the season destination section. Listed are three winter destinations: Mt Ellinor, Hurricane Ridge and Sol Duc Falls. If you click any of the three destinations, the link will take you to the subpage. Here there is a picture, a link, a Wikipedia link and a brief

summary of the destination. If I had more time, I would have made all of the pages more detailed with places to stay and things to see/do on each page.

2) Destinations: https://olympicpeninsulatest.weebly.com/destinations.html
The destinations page is organized not in a list format, as your previous site, but rather in a sectioned format. Here, like in a magazine, each destination is highlighted in a column, with a picture and a summary of the area. Each destination is linked to a subpage with more photos, links and information about the location. The two pages that have the most information uploaded are the Olympic National Park page and the Quinault page. To get an idea of what these pages could look like, click the link to the Quinault page and scroll through it. The top of the page has the location on Google maps, along with a brief summary of the area. The section below has maps of hiking trails. Then there is a destinations section highlighting some of the best places in the area to visit with links to more specified sites (ie the Lake Quinault picture links to Lake Quinault Lodge's home page). Each of these destination pages would also have a section for lodging and commerce like the Quinault page.

3) Events: https://olympicpeninsulatest.weebly.com/events.html
The events page is structured with a calendar at the top of the page, and right below it is the banner with upcoming events. The events on the calendar are color-coded, and you can click the highlight and more information of the event will pop up. The Banner below which shows the Harvest wine festival and the Port Angeles holiday festival has a summary of each event, along with the date and a photo. If you click the button at the bottom of each event, it takes you to another website with more information.

4) Activities: https://olympicpeninsulatest.weebly.com/activities.html
I organized the activities page by specific activities. Since it is winter, I put skiing at the top, with Hurricane Ridge being the only resort that is in the section. Ideally there would be many more resorts in the skiing section, along with Hurricane ridge, I just haven't had enough time to put all of them in yet. Below is hiking, wildlife viewing, rafting and canoeing and photos of the coastline. In a finished product, each photo would link to another webpage or subpage with more information on the specific area/activity.

5) Lodging: https://olympicpeninsulatest.weebly.com/lodging.html
I liked how your original website had the places to stay organized by category, which is what I chose to do for this site. The only problem was that there were too many categories. Unfortunately I didn't have enough time to do this, but I would have liked to have a filter on each section, so you could search hotels by area, amenities, and luxuries. So for example the hotel search would have a gallery look, with each hotel being visible in a linkable photo. And in the gallery I would place a filter that you could search by location, showers, handicap services, breakfast, internet, etc. And the sections for camp sites and bed and breakfasts would have similar filters on their searches. Also you will notice that each photo of each hotel has a link to their homepage.

6) Guides: https://olympicpeninsulatest.weebly.com/guides.html

The final page atop the navigation header is the guides page. Here there are downloadable guides, along with photos of each guide and itinerary and the travel planner. Seeing as how you want the trade planner highlighted on the site, I placed that in the first section of the page.

If I was given the project of reorganizing the website, I could make it look like this beta or different upon request. The best part about using me and my services is that I run everything by you before I implement it on the site. The real site would have videos, search filters, a search bar at the top of the site navigation, and a login page for members. As you can see with the beta site, the information is organized in a magazine-like style, with easy access links and subpages for more detailed information. The trouble with your original site is that it was almost an information overload. There is so much content on the home page and navigation pages that you don't really know where to start. By narrowing the options, you give the user a broader idea of the area, that they can specify by clicking further through the pages.

Platform:

For your project I would recommend the Weebly platform. Although Weebly is not an open source platform, you can do almost anything that an open source platform, such as Wordpress can do. The fact is that using an open source really only matters if you want very complicated algorithms implemented in your site's html. The project that you are proposing does not require an open source and would actually be much easier and more efficient in a closed source platform. For your project Weebly is the best option for a few reasons.

1. **Access and Navigation:** Weebly is very easy to navigate for people who are not coders. This means that once the website is up and running, I can teach you how to use Weebly so you can edit or add anything you want on the website on your end. This way you do not have to go through your website developer for everything. If you want to post some new photos or add a new event or article, all you will have to do is login to Weebly and then you can post the information you want in less than a minute.

2. **Creative/Aesthetics:** In your project proposal ,you mentioned how you wanted the website to have more of a magazine-style look, rather than a database search. As you can see in the beta-website that I made, you can be very creative and make your entire website appear more like a web-magazine by using Weebly. This means photos that link to other pages, links to other website through images, along with good headers and background design around it.

3. **Security and Hosting:** You mentioned that it is a requirement that the host be secure and scaleable. Weebly's hosting platform is one of the most secure in it's field. They provide SSL options under your website's settings that you can easily turn on in seconds. Their servers also make for a quicker, faster navigation for the user, no matter the scale of the site. You can read about the specifics of why in the box below.

4. **Analytics and data analysis:** Weebly provides easy to access data on your website. You can see the number of views per day, per week, and per month. You can also view the unique

viewers and the views for every page using Weebly. This way you can see which pages people are consistently viewing and which ones are not getting much traffic. Since Weebly makes things very easy to change, it will be easy to go and edit pages that are less viewed.

WEEBLY's HOSTING SPECIFICS

With a traditional web host your site shares disk space and CPU power with dozens or sometimes hundreds of other customers on a single server. If one of those websites experiences a notable traffic spike, all websites on the server can slow to a crawl. With Weebly, your website is served across the entire server infrastructure that powers millions of websites and page views per day. If your website is featured on CNN.com, it won't cause as much as a hiccup in your site's performance, or the other websites hosted by Weebly.

Why me?

So the million dollar question (or I guess in this case the 20,000 dollar question) is why me? By using my services you get easy access communication, flexibility, and control over how your website is organized. If you want to change, add, or delete something, you can get ahold of me anytime and I can easily make the change. I can even teach you how to use and edit the site yourself so down the line you would be able to make the changes and run the site without any help on my end. Another positive by selecting me is that this project will be my only commitment. I will put everything I have into this site. You will find that I am very easy to work with and can come up, on site, to meet whenever it is necessary. Currently I am in the process of getting licensed to do business in Washington and should be licensed by the time of oral presentations. I am hoping that I have shown enough in this proposal for you to hear my oral presentation. I should have the beta-site completely finished by the date of the oral presentations and would be able to showcase the complete product by then.

References:

Reference 1: Tom Johnson
Company: Barlow Basketball coach
Website: http://www.barlowbruinhoops.com
Phone: 503-679-9119

Reference 2: Derek Saling
Company: Saling Staffing
Website: http://www.salingstaffing.com/
Phone: 503-459-2766

Reference 3: Harold Johnson
Company: Athletic Advantage
Website: currently working on
Phone: 503-860-0961